



Jim Doyle, Governor

Kelli A. Trumble, Secretary

May 10, 2007

Dear Representative Dean Kaufert:

Thank you for taking this moment to hear from the Department of Tourism regarding AB 265. My hope with this correspondence is to build a case for the value of creating a national brand image for Wisconsin.

As the new Secretary of the Tourism Department, my highest priority is to define and elevate the Wisconsin brand. By the Department's very charter, our role is marketing. We are successful in meeting that charter when a memorable brand image and compelling invitation to experience Wisconsin result in greater numbers of visitors choosing Wisconsin. Tracking travel expenditures is one of the most tangible ways to measure our marketing success, and we continue to post increases in traveler spending and revenue returned to the state.

Tourism already serves as the hub for cross-department collaboration on branding. Our partners in Natural Resources, Commerce, Agriculture, and Transportation in particular have come to trust that we will always have the best economic interests of the state at heart.

In essence, this bill is about economic development, carving out a position for Wisconsin that no one else can own. This could serve as the tiebreaker in critical decisions related to business relocations and expansions, and in the recruitment and retention of a talented workforce. Tourism has proven its worth as a strong economic force, with traveler spending propelling us to a ranking as the third largest industry in the state. We have original research that lays out for us people's current perceptions of this state, guiding us to where the best opportunities lie.

While this bill makes it way through the legislative process, please know that the Department of Tourism will continue its mission of creating a brand image that differentiates the Wisconsin vacation experience. Should this bill come to fruition, I hope you will consider having the Department of Tourism and its industry partners take the lead on this important initiative.

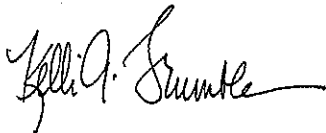
It is our goal that when the question is raised -- What is the Wisconsin brand? -- there would be powerful unison in the response. If we do not take that step to craft the brand, our competitors will do it for us.

*Travelers spend \$12 billion in Wisconsin every year.*

Let me close by saying there is no question in my mind that we need a national brand. In fact, I feel so strongly in that statement that I might add this: Rather than time and effort spent simply on a feasibility study, we recommend getting to the work at hand as outlined in the bill -- creating a marketing plan that will establish the timeline and a process for creation, promotion and maintenance of a national brand image. The Department of Tourism is poised to do just that.

I hope you will call on me should you want to discuss further.

Sincerely,

A handwritten signature in cursive script, reading "Kelli A. Trumble".

Kelli A. Trumble  
Secretary

C:	Representative Mary Williams, Vice-Chair	Representative Terry Van Akkeren
	Representative Scott Gunderson	Representative James Soletski
	Representative Garey Bies	Representative Ann Hraychuck
	Representative J.A. Hines	Representative Leon Young
	Representative Karl Van Roy	Representative Marlin Schneider



# State of Wisconsin

Jim Doyle, Governor

Governor's Council on Tourism

Deb Archer, Chair

May 10, 2007

Dear Representative Dean Kaufert:

Thank you for the opportunity to speak today on AB 265, the bill that calls for a study of the feasibility and value of creating a national brand image for Wisconsin.

I'm here today as the Chair of the Governor's Council on Tourism. Why have tourism industry representatives weighed in on this bill? Because marketing and branding the state is the mandate of the Department of Tourism and, as industry advisors to the Department, it is our mandate as well.

Branding the Wisconsin visitor experience generates billions of dollars in traveler spending each year. In 2006, the final economic impact tally was \$12.8 billion, an increase of more than 7% in just one year. Tax revenue paid to the state was up nearly 7% as well. Tourism supported 328,000 full-time equivalent jobs. Driving economic impact is the ultimate result of a powerful brand.

Having presented those numbers let me take a step back and address the pressing question: What is a brand? It is a promise of what Wisconsin is and why it is better, and an expectation from the consumer that Wisconsin will live up to that promise. It's a positioning statement and often a logo that must be owned to be effective. It's an emotional connection that is so compelling that consumers will see it as the tiebreaker. In short, a brand is a prediction of what to expect, multiplied by the emotional power of that expectation.

Our brand attributes are strong -- Stewards of the land. Friendly, community-centered business owners. Progressive thinking. One of the finest University systems in the country. Leading-edge medical research. Our brand attributes are also iconic -- from green expanses to urban landmarks.

The Governor's Council on Tourism believes strongly that for a branding initiative to be meaningful, it should be led and framed by marketing experts. Given the Department of Tourism is our state's primary promotional agent, we would all be well-served having their experts -- along with other tourism industry marketing professionals - be at the center of the State's discussion about branding.

In leading this charge, Tourism would reach out to the other state agencies and statewide organizations with which we already partner and have built a high level of trust. Departments of Natural Resources, Commerce, Agriculture, Administration, and Transportation come to mind immediately.

Let me close with this thought. If we want to exist as a traditional economy, then we can maintain the status quo. But, if we want to take our destiny in our hands, lifting Wisconsin to another level, then we should further craft, define and own our brand. If we don't, competitors will do all of that for us.

Before leaving, I'd like to thank you for your support of the Department of Tourism's budget and efforts. Our industry is alive and well and making great strides in building jobs and the economy of our great State.

Sincerely,



Deb Archer  
Chair

C:	Representative Mary Williams, Vice-Chair	Representative Terry Van Akkeren
	Representative Scott Gunderson	Representative James Soletski
	Representative Garey Bies	Representative Ann Hraychuck
	Representative J.A. Hines	Representative Leon Young
	Representative Karl Van Roy	Representative Marlin Schneider